

IN THE CLAIMS

Please amend Claims 28 and 60, cancel Claims 55-59, 68-69 and 71-75 without
5 prejudice, and add new Claims 76-77 as follows:

1. (Previously presented) A method for delivery of programming content to a plurality of user terminals over a communications network, comprising:
 - detecting an indicator indicative of an event in the delivery of the programming content;
 - 10 in response to a detection of the indicator, generating a list of individual ones of the plurality of user terminals currently receiving the programming content;
 - obtaining data descriptive of at least one group of members of the list;
 - generating substantially in real time at least one programming segment based at least on the data; and
 - 15 providing, to the at least one group, the at least one programming segment in lieu of at least a portion of the programming content during the event.
2. (Original) The method of claim 1, wherein the indicator contains a message which includes a start time of the event.
3. (Original) The method of claim 1, further comprising:
 - 20 identifying available transmission channels in the network; and
 - transmitting the at least one programming segment over at least one of the available transmission channels.
4. (Original) The method of claim 1, wherein the event includes an advertisement break.
5. (Original) The method of claim 1, wherein the indicator includes a digital program
25 insertion (DPI) cue.
6. (Original) The method of claim 1, wherein the at least one programming segment comprises one or more advertisements.
7. (Original) The method of claim 1, wherein the network includes a two-way multi-
30 channel delivery network.
8. (Original) The method of claim 1, wherein the network includes a cable TV network.

9. (Previously presented) A method for delivering a program stream containing programming material over a communications network to a plurality of user terminals, comprising:

detecting, in the program stream, a message indicating a scheduled programming
5 segment;

in response to a detection of the message, identifying a set of user terminals currently receiving the program stream;

identifying one or more groups of user terminals within the set of user terminals currently receiving the program stream;

10 generating, subsequent to and based at least in part on identifying one or more groups of user terminals within the set of user terminals currently receiving the program stream, one or more data streams containing one or more alternate programming segments for substituting the scheduled programming segment;

directing at least one user terminal in a selected one of the one or more groups to tune
15 from a first transmission channel to a second transmission channel at the start of the scheduled programming segment;

transmitting at least one of the data streams over the second transmission channel; and

directing the at least one user terminal in the selected one of the groups to re-tune to the first transmission channel at the end of the scheduled programming segment.

20 10. (Original) The method of claim 9, wherein the scheduled programming segment comprises one or more advertisements.

11. (Original) The method of claim 9, wherein the message includes a start time of the scheduled programming segment.

12. (Original) The method of claim 9, wherein the message includes a DPI cue.

25 13. (Original) The method of claim 9, wherein at least one of the alternate programming segments comprises advertisements.

14. (Cancelled)

15. (Original) The method of claim 9, wherein the one or more groups are identified by analyzing demographic data associated with the user terminals in the set.

30 16. (Original) The method of claim 9, wherein the one or more groups are identified as a function of at least the number of available transmission channels in the network.

17. (Original) The method of claim 16, wherein the one or more groups are identified also as a function of the number of additional scheduled programming segments expected to occur concurrently with the scheduled programming segment.

18. (Original) The method of claim 16, wherein the one or more groups are identified
5 also as a function of the number of additional program streams expected to be delivered concurrently with the program stream during the scheduled programming segment.

19. (Original) The method of claim 18, wherein the additional program streams utilize a subset of the available transmission channels.

20. (Original) The method of claim 16, further comprising determining a subset of the
10 available transmission channels for carrying the one or more data streams.

21. (Original) The method of claim 9, wherein the network includes a two-way multi-channel delivery network.

22. (Original) The method of claim 9, wherein the network includes a cable TV network.

23. - 27. (Cancelled)

28. (Currently amended) A system for delivering programming content over a
15 communications network, comprising:

a detector for detecting an indicator indicative of an event in the delivery of the selected
programming content;

a processing unit, responsive to a detection of the indicator, for generating a list of an
20 audience currently receiving the selected programming content, data being obtained which is descriptive of at least one group of members of the audience;

a server for generating at least one programming segment based at least on the data; and

a mechanism for providing, to the at least one group, the at least one programming
segment in lieu of at least a portion of the selected programming content during the event;

25 ~~wherein the system is configured to identify available transmission channels in the network, the at least one programming segment being transmitted over at least one of the available transmission channels~~

wherein at least one of a plurality of transmission channels is utilized for the delivery of only the selected programming content, the plurality of transmission channels not being utilized
30 for delivery of programming content which has not been selected by at least one user; and

wherein at least one of remaining ones of the plurality of transmission channels are utilized for the delivery of the at least one programming segment.

29. (Original) The system of claim 28, wherein the indicator contains a message which includes a start time of the event.

5 30. (Cancelled)

31. (Original) The system of claim 28, wherein the event includes an advertisement break.

32. (Original) The system of claim 28, wherein the indicator includes a DPI cue.

33. (Original) The system of claim 28, wherein the at least one programming segment
10 comprises one or more advertisements.

34. (Original) The system of claim 28, wherein the network includes a two-way multi-channel delivery network.

35. (Original) The system of claim 28, wherein the network includes a cable TV network.

15 36. (Previously presented) A system for delivering a program stream containing programming material over a communications network to a plurality of user terminals, comprising:

a module for dynamically assigning transmission channels;

20 a detector for detecting, in the program stream, a message indicating a scheduled programming segment;

a processing unit responsive to a detection of the message, for identifying a set of one or more user terminals which is currently receiving the program stream, and grouping said identified set of one or more terminals into one or more groups based on at least one characteristic, the at least one characteristic comprising a function of at least the number of
25 available transmission channels in the network;

a server for generating one or more data streams containing one or more alternate programming segments for substituting the scheduled programming segment within the program stream, said alternate programming segment not being present in the programming schedule prior to said detecting; and

30 a mechanism for providing at least one of the data streams over a dynamically assigned transmission channel to a selected one of the groups.

37. (Original) The system of claim 36, wherein the scheduled programming segment comprises one or more advertisements.

38. (Original) The system of claim 36, wherein the message includes a start time of the scheduled programming segment.

5 39. (Original) The system of claim 36, wherein the message includes a DPI cue.

40. (Original) The system of claim 36, wherein at least one of the alternate programming segments comprises advertisements.

41. (Original) The system of claim 36, wherein at least one user terminal in the selected group is directed to tune from a first transmission channel to a second transmission channel at the start of the scheduled programming segment, and to re-tune to the first transmission channel at the end of the scheduled programming segment, the at least one data stream being transmitted over the second transmission channel.

42. (Previously presented) The system of claim 36, wherein the at least one characteristic comprises demographic data associated with the user terminals in the set.

15 43. (Cancelled)

44. (Previously presented) The system of claim 36, wherein the at least one characteristic also comprises a function of the number of additional scheduled programming segments expected to occur concurrently with the scheduled programming segment.

45. (Previously presented) The system of claim 36, wherein the at least one characteristic also comprises a function of the number of additional program streams expected to be delivered concurrently with the program stream during the scheduled programming segment.

46. (Original) The system of claim 45, wherein the additional program streams utilize a subset of the available transmission channels.

47. (Previously presented) The system of claim 36, wherein a subset of the available transmission channels for carrying the one or more data streams is determined.

48. (Original) The system of claim 36, wherein the network includes a two-way multi-channel delivery network.

49. (Original) The system of claim 36, wherein the network includes a cable TV network.

30 50. - 54. (Cancelled)

55. - 59. (Cancelled)

60. (Currently amended) A system for providing targeted advertisements over a communications network, the communications network comprising a plurality of transmission channels, a selected one of the transmission channels delivering at least a program stream containing programming content to one or more of a plurality of users according to a schedule, the system comprising:

a detector for detecting an indicator indicative of an advertising segment within the programming content;

a processing unit responsive to a detection of the indicator, for generating a list of an audience receiving the programming content during the scheduled presentation of the programming content, one or more groups of the audience being identified;

a server for allocating one or more available transmission channels for conveying at least one advertisement data stream, the number of available transmission channels allocated being a function of the number of the groups and the number of program channels currently being requested by the audience during the scheduled presentation of the programming content; and

a mechanism for providing, over the allocated one or more transmission channels, the at least one advertisement data stream which contains one or more advertisements targeted at a selected group of the plurality of users, in lieu of providing the advertising segment within the programming content;

wherein said one or more advertisements are not present within the programming schedule prior to said detecting;

wherein the available transmission channels comprise transmission channels which are allocated using switched broadcast techniques; and

wherein, based at least in part on current requests for the programming content, a second at least one advertisement data stream is provided in lieu of the advertising segment within the programming content, the second at least one advertisement data stream containing alternative advertisements targeted at a second selected group of the plurality of users.

61. (Previously presented) The system of claim 60, wherein the indicator contains a message which includes a start time of the advertising segment.

62. (Previously presented) The system of claim 60, wherein the indicator includes a DPI cue.

63. (Previously presented) The system of claim 60, wherein the network includes a two-way multi-channel delivery network.

64. (Previously presented) The system of claim 60, wherein the network includes a cable TV network.

5 65. (Cancelled)

66. (Previously presented) The method of Claim 1, wherein said programming content comprises advertising and non-advertising content.

67. (Previously presented) The method of Claim 55, wherein said at least one similar characteristic comprises a similar demographic.

10 68. – 69. (Cancelled)

70. (Cancelled)

71. – 75. (Cancelled)

76. (New) A method for delivering a transmitted program stream over a network to a plurality of user terminals, comprising:

15 receiving a request for a scheduled programming content from a set of user terminals;
in response to the request, transmitting a program stream comprising the scheduled programming content;

detecting, in the transmitted program stream, information relating to a scheduled programming segment;

20 specifying a first and second subset of user terminals within a the set of user terminals currently receiving the program stream;

generating, based at least in part on the first and second subsets, first and second data streams containing respective alternate programming segments for substitution of the scheduled programming segment;

25 providing a first transmission channel over which the program stream is transmitted;
based at least in part on the availability of a second transmission channel, directing at least one user terminal within the first subset to tune from the first transmission channel to the second transmission channel over which the first data stream containing alternate programming segments is transmitted; and

30 based at least in part on the availability of a third transmission channel, directing at least one user terminal within the second subset to tune from the first transmission channel to the third

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transmission channel over which the second data stream containing alternate programming segments is being transmitted.

77. (New) The method of claim 76, further comprising directing the at least one user terminal in the first subset and the at least one user terminal in the second subset to re-tune to the
- 5 first transmission channel at the end of the scheduled programming segment.